

RAP FOR ADULT EDUCATION!

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RAP for adult education.

Recruit

- Adult education is great.
- It's more than you think.

Advertise

- Check out what it offers.
- You will be happy as can be, when you see what services are free.

Publicize

- Let the public know,
- so they will want to go.

You need to Market Adult Education!

Recruit

Let people know that adult education wants them in its program.

Advertise

Let individuals, businesses, organizations, and groups know what services adult education offers.

Publicize

Let the public know what adult education accomplishes.

MARKETING PLAN

- Objective
- Goals
- Strategies
- Recruitment/Publicity/Advertising Plans
 - Marketing Communications
 - Media Relations
 - Information by Word of Mouth (Networking) – Special Events (Outreach)
 - Advertising

OBJECTIVE –

To inform and educate the public and the economic community about the varied services provided and encourage their participation in the program.

GOAL –

**To reach individuals,
agencies, businesses, and
organizations in the
community that may need
the services provided.**

TO UTILIZE . . .

various advertising, publicity, recruitment tools and materials, and strategies for different types of targeted markets:

- ✓ **adult literacy,**
- ✓ **family literacy,**
- ✓ **English-as-a-second language,**
- ✓ **GED preparation,**

- ✓ **postsecondary remediation,**
- ✓ **basic computer literacy,**
- ✓ **workplace essentials,**
- ✓ **businesses, industries, service organizations, etc.**
- ✓ **state & local government agencies,**
- ✓ **professional, community, & civic organizations,**
- ✓ **individuals in the community.**

STRATEGIES

- Adhere to the program's mission statement.
 - ❖ Will assist individuals in setting and accomplishing personal and economic goals that result in their becoming better parents, citizens, and workers.
- List the program's services with a brief description/synopsis and stress that services are free to students.
- Devise and conduct training programs that will make and/or increase the awareness of the services.

STRATEGIES

- Network, partner, and make alliances with other programs, agencies, businesses, organizations, etc.
- Design and implement marketing and promotional plans, communications, and different kinds of advertisements.
- Monitor the results of program's marketing plan. Find out what works by using surveys, questionnaires, and program/instructor evaluations. Revise as needed.

RECRUITMENT/PUBLICITY/ADVERTISING Plans

- ✓ Marketing Communications
- ✓ Media Relations
- ✓ Information by Word of Mouth
(Networking) – Special Events
(Outreach)
- ✓ Advertising/Advertisements

Marketing Designee

Select a staff member to be in charge of marketing.

Inform all staff members of the designation of a marketing representative.

Make a list of duties and responsibilities of the marketing representative for the designee and for all the other staff members.

Require all staff members to furnish information about programs, activities, special events, schedules, etc. to the marketing designee.

DUTIES AND RESPONSIBILITIES

**At the direction of the
adult education coordinator:**

- **Compose, edit, publish, and distribute
monthly newsletters**
- **Solicit articles from staff for inclusion
in monthly newsletters**
- **Take photographs at adult education
functions**

DUTIES AND RESPONSIBILITIES

- Serve as the liaison between adult education and any, and all, media outlets
- Compose, edit, publish, and distribute all adult education promotional materials and/or items
- Serve as a liaison between adult education and contact at central office

DUTIES AND RESPONSIBILITIES

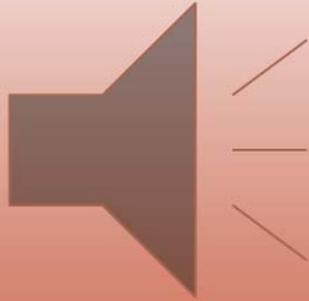
- **Compose, edit, publish, and distribute all adult education informational materials and/or items**
- **Order and distribute adult education promotional items**
- **Communicate local adult education news to state KYAE**
- **Communicate local adult education news to KYAE**

DUTIES AND RESPONSIBILITIES

- Organize and schedule staffing for Back-to-School Extravaganza and other board-sponsored functions
- Attend monthly Chamber of Commerce meetings
- Attend monthly Interagency Council meetings

DUTIES AND RESPONSIBILITIES

- Attend One-Stop meetings, as called, at local Office of Employment and Training
- Maintain informational bulletin board in the center
- Approve all published material for grammatical and syntactical correctness



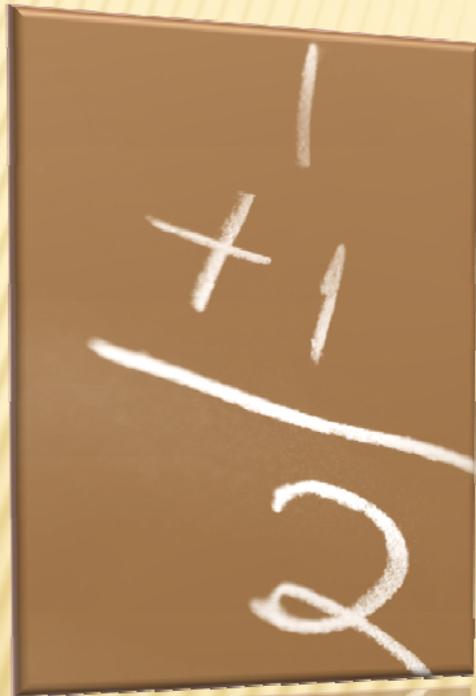
Take Inventory!
What are you doing
to promote your
Adult Education and
Literacy Program?

NOTE: Use the paper inventory sheet provided to check the recruitment, advertisement, and publication items you have done or are doing.

Rap your program!

**If you want
your program to grow,
you have to let
the public know.**

Slogan



$$1 + 1 = 2$$

1 is Adult Education

1 is YOU—

A Formula for Success—

One of the Best!